

ORDER



Orders
Order / Rev: 706722
Alt Order #: 06280304
Product Desc: ROMNEY FOR PRESIDENT
Estimate:
Flight Dates: 08/16/12 - 08/21/12
Original Date / Rev: 08/15/12 / 08/15/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	49	\$154,000.00	\$130,900.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	49	\$154,000.00	\$130,900.00	0.00
Totals	49	\$154,000.00	\$130,900.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WUSA	20%	\$154,000.00
Market	100%	\$770,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	3%	\$23,100.00
WJLA	25%	\$192,500.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	33%	\$254,100.00
WTTG	19%	\$146,300.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	08/16/12	08/17/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	---TF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	---TF--			3		\$600.00		0.00				
E 2	WUSA	08/16/12	08/17/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---TF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	---TF--			2		\$650.00		0.00				

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 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	08/16/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a	---TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---TF--		2			\$350.00			0.00			
E 4	WUSA	08/18/12	08/18/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1			\$300.00			0.00			
E 5	WUSA	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1			\$3,000.00			0.00			
E 6	WUSA	08/16/12	08/17/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	---TF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---TF--		4			\$1,000.00			0.00			
E 7	WUSA	08/16/12	08/17/12	3-4p The Doctors	CM	3-4p	---TF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---TF--		2			\$600.00			0.00			
E 8	WUSA	08/16/12	08/17/12	4-5p Dr. Phil	CM	4-5p	---TF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---TF--		2			\$800.00			0.00			
E 9	WUSA	08/16/12	08/16/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	8-9P	---T---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1			\$9,000.00			0.00			
E 10	WUSA	08/16/12	08/16/12	Thu Prime C Person of Interest	CM	10-11P	---T---	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1			\$7,000.00			0.00			
E 11	WUSA	08/17/12	08/17/12	Fri Prime A Teachers Rock-A Concert and C	CM	8-9P	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1			\$6,000.00			0.00			
E 12	WUSA	08/17/12	08/17/12	Fri Prime B CSI: NY	CM	9-10P	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1			\$6,000.00			0.00			
E 13	WUSA	08/17/12	08/17/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1			\$8,000.00			0.00			
E 14	WUSA	08/18/12	08/18/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1			\$2,500.00			0.00			
E 15	WUSA	08/18/12	08/18/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1			\$3,000.00			0.00			
E 16	WUSA	08/18/12	08/18/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1			\$3,500.00			0.00			
E 17	WUSA	08/19/12	08/19/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WUSA	08/19/12	08/19/12	Sun Prime A 60 Minutes	CM	7-8P -----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$12,000.00		0.00			
E 18	WUSA	08/19/12	08/19/12	Sun Prime C The Good Wife	CM	9-10P -----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$7,000.00		0.00			
E 19	WUSA	08/19/12	08/19/12	Sun Prime D The Mentalist	CM	10-11P -----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$5,000.00		0.00			
E 20	WUSA	08/20/12	08/21/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$600.00		0.00			
E 21	WUSA	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	7-9a MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$350.00		0.00			
E 22	WUSA	08/20/12	08/21/12	DT Soaps	CM	9a-3p MT----- (12:30 PM-3:00 PM)	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				4	\$1,000.00		0.00			
E 23	WUSA	08/20/12	08/21/12	3-4p The Doctors	CM	3-4p MT-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				1	\$600.00		0.00			
E 24	WUSA	08/20/12	08/21/12	4-5p Dr. Phil	CM	4-5p MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$800.00		0.00			
E 25	WUSA	08/20/12	08/20/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	9-10P M-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$9,000.00		0.00			
E 26	WUSA	08/20/12	08/20/12	Mon Prime C Hawaii Five-0	CM	10-11P M-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$7,500.00		0.00			
E 27	WUSA	08/21/12	08/21/12	Tue Prime A NCIS	CM	8-9P -T-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$10,000.00		0.00			
E 28	WUSA	08/21/12	08/21/12	Tue Prime B NCIS: Los Angeles	CM	9-10P -T-----	:30	2	\$8,500.00	P-2	0.00	NM	2	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----				2	\$8,500.00		0.00			
E 29	WUSA	08/21/12	08/21/12	Tue Prime C The Mentalist	CM	10-11p -T-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$7,500.00		0.00			
E 30	WUSA	08/18/12	08/18/12	PGA Golf Wyndham SAT	CM	Sa/Su 12-7P -----S- (3:00 PM-6:00 PM)	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				2	\$3,000.00		0.00			
E 31	WUSA	08/19/12	08/19/12	PGA Golf Wyndham	CM	Sa/Su 12-7P -----S (3:00 PM-6:00 PM)	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Estimate:

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	WUSA	08/19/12	08/19/12	PGA Golf Wyndham	CM	Sa/Su 12-7P (3:00 PM-6:00 PM)	-----S	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	08/13/12	08/19/12	-----S	2	\$3,000.00	0.00								
													Totals	49	\$154,000.00